

REMARKS

Claims 37-50, 52-67 and 69-72 are pending in this application. Claims 37 and 56 are independent claims.

By this Amendment, independent claims 37 and 56 are amended to incorporate the subject matter of claims 51 and 68, and to recite additional features disclosed in the specification at, for example, pages 20 and 27. Claims 51 and 68 are canceled, and claim 52 is amended for consistency. No new matter is added. Reconsideration of the application is respectfully requested.

The courtesies extended to Applicant's representative by Examiner Tsui at the interview held March 2, 2010, are appreciated. The reasons presented at the interview as warranting favorable action are incorporated into the remarks below, which constitute Applicant's record of the interview.

The Office Action rejects claims 37-41, 43-47, 55-60, 62-64 and 72 under 35 U.S.C. §103(a) over U.S. Patent Application Publication No. 2003/0023627 (Kerr) in view of U.S. Patent Application Publication No. 2002/0144055 (Nitta) and rejects claims 42, 48-54, 61 and 65-71 under 35 U.S.C. §103(a) over Kerr and Nitta in view of U.S. Patent No. 5,956,737 (King). These rejections are respectfully traversed.

Independent claims 37 and 56 are amended to recite the additional features, as outlined above. For example, claim 37 is amended to recite an operation mode setting system that initially sets an operation mode based on a type of a print medium on which the character string will be printed. Exemplary embodiments of this feature were recited in claims 51-54 and 68-71.

The Office Action alleges that King discloses the subject matter recited in claims 53, 54, 70 and 71 at col. 34, lines 65-67, and col. 35, lines 1-7. King discloses a step 520 that takes existing content and will adjust the content to fit to a required media region, which may

involve changing the overall size and form of the media. However, as discussed during the personal interview, King does not disclose initially setting an operation mode based on the type of the print medium on which the character string will be printed. Rather, King merely discloses that if the print media allows more than one page, a second page is created rather than fitting all of the text information of a single page. Thus, King does not disclose or render obvious an operation mode setting system that initially sets an operation mode based on the type of the print medium on which the character string will be printed, as recited in claim 37, and similarly recited in claim 56, much less the subject matter recited in claims 52-54 and 69-71.

In view of the above, as discussed during the personal interview, King does not cure the deficiencies of Kerr and Nitta. Thus, independent claims 37 and 56, as amended, and dependent claims 52-54 and 69-71 are patentable over the applied references. Claims 38-49, 55, 57-67 and 72 are each patentable at least in view of the patentability of claims 37 and 56, from which they respectively depend, as well as for additional features they recite. Accordingly, withdrawal of the rejection of claims 37-50, 52-67 and 69-72 under 35 U.S.C. §103(a) is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of the claims are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Attachments:

Request for Continued Examination
Petition for Extension of Time

Date: March 24, 2010

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